



BRAND STANDARDS



The Visit KC brand identity is the tangible expression of all that we stand for. It embodies who we are, what we do, how we do it and why we are the most credible and reliable source for the Kansas City tourism industry. In a very human way, our audience and our partners experience the Visit KC brand through our content, our work, as well as through the verbal and visual messages we communicate.

This Brand Standards manual summarizes some of the basic guidelines and proper application to ensure the correct and consistent use of the brand identity system. In addition to the brandmark, typography, color palette and other visual elements, specific directions are included to help strategically manage the visual communication materials. By effectively implementing the brand identity system, we protect the equity of the Visit KC brand and support its positioning.

LOGO USAGE

ABOUT THE BRANDMARK

The Visit KC brandmark is designed to represent Kansas City. It is designed as a distinctive custom mark and is to be used with the text "VISIT KC" to communicate "Visit Kansas City."

Vertical line represents
the State Line between
Missouri and Kansas

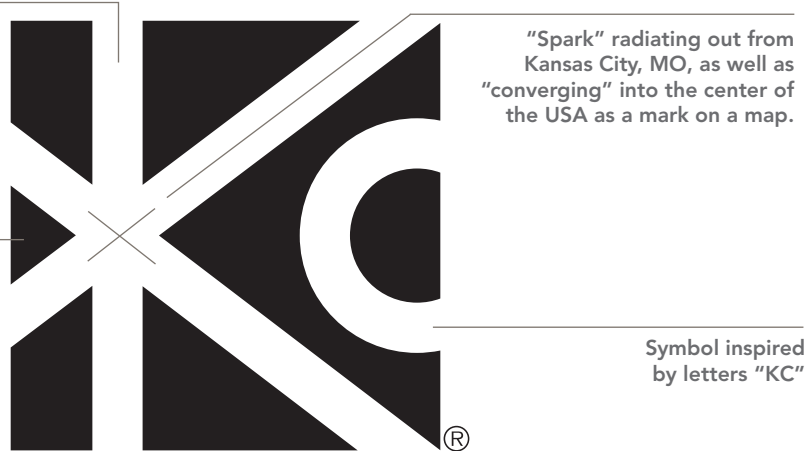
Arrow symbolizing
forward momentum

"Spark" radiating out from
Kansas City, MO, as well as
"converging" into the center of
the USA as a mark on a map.

Symbol inspired
by letters "KC"

VISIT KC

Avenir Bold



LOGO VERSIONS & COLORS

BLACK LOGO

100% BLACK



REVERSE LOGO

100% WHITE



1 COLOR LOGO

PMS 286



2 COLOR LOGO

PMS 286 & 2925



LOGO SPECIFICATIONS

PROXIMITY ZONE

The logo must have a clear zone maintained around it at all times. Type, images and other graphics must be placed away from the logo at a distance greater than or equal to the line width of the vertical line in the "K".



SIZE REQUIREMENTS

The logo cannot be scaled smaller than 0.75" wide or 0.5" for the horizontal logo.



LOGO USAGE

RESIZING

If the logo is scaled to X% horizontally, it must also be scaled X% vertically.

STRUCTURE

The size relationship and position between the letterforms have been carefully set and should not be changed.

To avoid problems, always use the logo as it was designed.

COLOR

The Visit KC logo should always be used in a form that is legible. Make sure there is enough contrast from the background and the logotype.

BACKGROUND

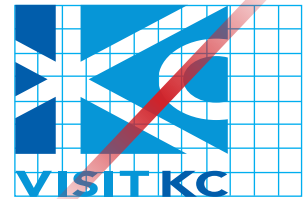
The Visit KC logo needs to be visible on the background. The logo should not be altered to become visible on a non-contrasting background. Instead, change the color of the logo to have maximum contrast with the background.



ALWAYS scale the logo proportionally



ALWAYS use the logo as it was designed



NEVER stretch the logo



NEVER alter the spacing of the letterforms



NEVER scale the letterforms individually



NEVER use multi-colors for the logo



NEVER add drop shadows or a glow to the logo

BRAND ELEMENTS

COLOR PALETTE

PRIMARY COLORS



Mosaic Blue

CMYK: 100/66/0/2
PMS: 286
RGB: 0/56/168
HTML: #0038A8



Summer Sky Blue

CMYK: 85/24/0/0
PMS: 2925
RGB: 0/142/214
HTML: #008ED6

SECONDARY COLORS



Fountain Mist Blue

CMYK: 41/2/0/0
PMS: 2905
RGB: 147/198/224
HTML: #93C6E0



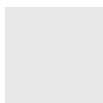
Lawn Green

CMYK: 100/0/86/3
PMS: 347
RGB: 0/158/96
HTML: #009E60



Turquoise Riff

CMYK: 87/0/38/0
PMS: 326
RGB: 0/178/170
HTML: #00B2AA



Backdrop Grey

CMYK: 0/0/0/10
PMS: 427
RGB: 229/229/229
HTML: #E5E5E5



Summer Gold

CMYK: 0/25/95/0
PMS: 7408
RGB: 242/175/0
HTML: #F2AF00



Autumn Orange

CMYK: 0/58/79/0
PMS: 151
RGB: 255/137/61
HTML: #ff883c

TYPOGRAPHY

PRIMARY FONT: AVENIR STD BOOK

AVENIR 45 BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR 45 BOOK OBLIQUE

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

AVENIR 65 MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR 65 MEDIUM OBLIQUE

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

AVENIR 85 HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR 85 HEAVY OBLIQUE

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

AVENIR 95 BLACK

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

AVENIR 95 BLACK OBLIQUE

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

SECONDARY FONT : CAECILIA LT STD

CAECILIA 45 LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAECILIA 46 LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAECILIA 55 ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAECILIA 56 ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAECILIA 76 BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAECILIA 85 HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

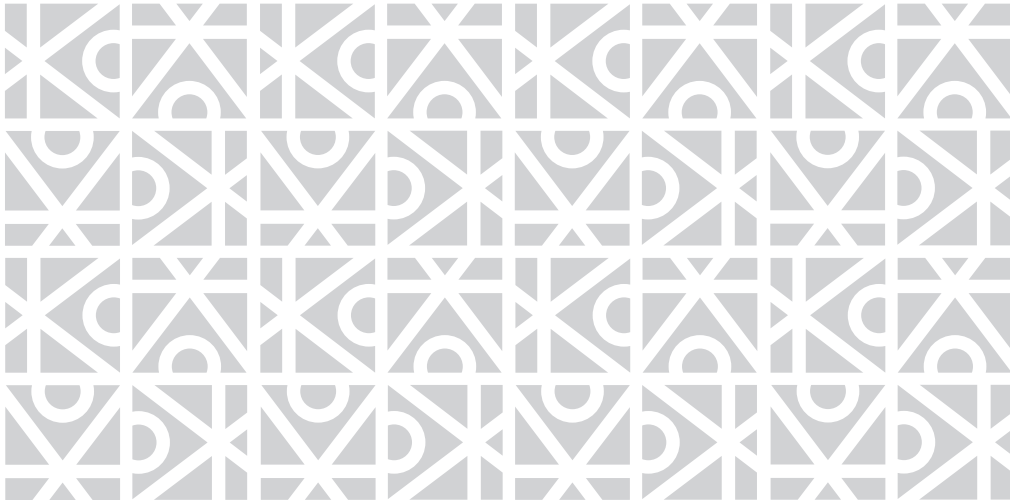
CAECILIA 85 HEAVY ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

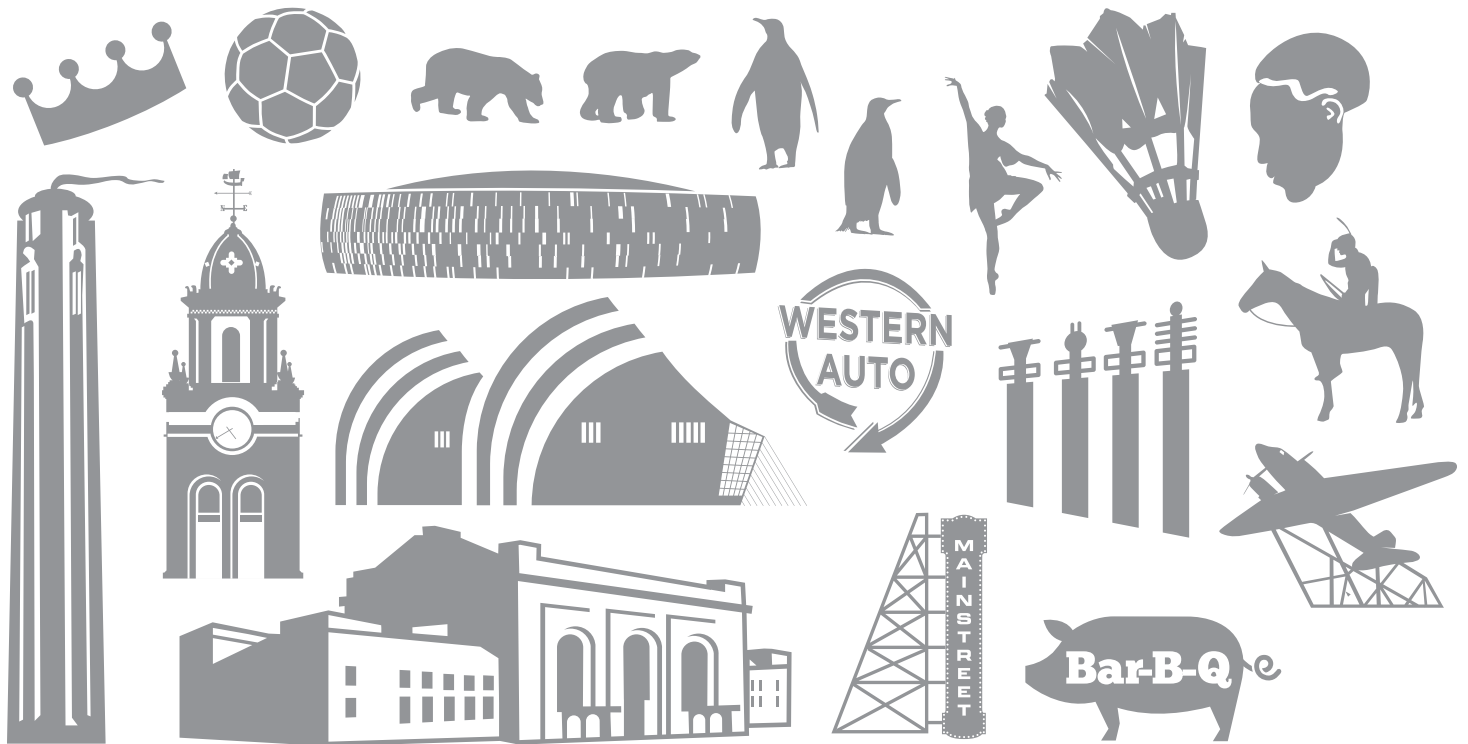
DESIGN ELEMENTS

MOSAIC PATTERN

To be used as environmental graphics and in multiple incarnations on merchandise and on print communications. Always scale this pattern proportionately.



To be used as design elements, including patterns, the icons serve as an ownable, fun, flexible graphic elements that can easily evolve and be added to over time.



ABOUT VISIT KC

VISION

To be the heart of the tourism industry in Kansas City

MISSION

Create global passion for Kansas City

CORE VALUES

We Care • We Connect • We Include • We Believe • We Welcome

Visit KC is an economic development organization dedicated to tourism. Our mission is to create global passion for Kansas City. We do this through sales and marketing efforts to attract visitors and conventions to Kansas City.

WHAT WE DO

GENERATE ECONOMIC IMPACT

A significant driver of economic development for the region through job creation and tourism revenues

PROMOTE KANSAS CITY

- Destination branding to position Kansas City as a vibrant, creative community
- Convention sales efforts to attract conventions, meetings and sporting events to Kansas City

PROMOTE LOCAL BUSINESSES

Drive business to local attractions, hotels, restaurants of nearly 1,000 businesses involved in the local hospitality community

WELCOME & CONNECT TRAVELERS

- Assist with the successful execution of more than 300 meetings and conventions each year
- Maps, guides, apps and other visitor resources to help guests discover all here is to do in Kansas City

SUPPORT LOCAL EVENTS

Organize and support major events like KC Restaurant Week, Tap Tour and the Big 12 Basketball Championships

CONTACT

Please contact a brand manager with questions regarding the use of the Visit KC Brand. Use only approved artwork that has been acquired from a brand manager.

VISIT KC

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VISITKC.COM • @VisitKC

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